

Approved Audits/Apps Committee
7/16/08

ORGANIZATION NAME_____Gold West Country_____

PROJECT NAME___Extended Regional and Local Advertisement_____

APPLICATION COMPLETED BY_____Sarah Bannon_____

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Gold West Country would like to extend their 07/08 newspaper campaigns to include August. We would like to transfer \$3200 from Opportunity, \$823 from marketing plan development, \$550 from RMI , \$275 from Opportunity Marketing Meeting, \$200 from TAC meetings, \$2480.28 from placement balance in Consumer Advertising and the remainder \$2362.28 from Admin.

Identify the portions of your marketing plan which support this project.

This is an extension to our application.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes x No ☐

Identify your method of evaluating the success of the project.

Same as before

Budget page must be attached for approval.

PRINT ADVERTISING

Publication__Bismarck Tribune_____ Issue____2 Ads_____

Edition_____August_____ Size of Ad_____ Color__Full_____

Publication__Great Falls Tribune_____ Issue____1 ads_____

Edition____August_____ Size of Ad_____ Color____Full____

Publication__Grand Forks Herald_____ Issue____2 ads_____

Edition_August_____ Size of Ad_____ Color____Full_____

Publication__Billings Gazette _____ Issue____4ads_____

Edition_____Aug_____ Size of Ad_____ Color____Full_____

Publication__Kalispell Daily Interlake_____ Issue____2 ads_____

Edition_____Aug_____ Size of Ad_____ Color____Full_____

PROJECT BUDGET

FY 07/08 – Extended Regional Marketing

Gold West Country

	Gold West Country State Tourism Funds	Other Organizational Funds	Total
Advertisement	\$ 9890.28		\$ 9890.28
PROJECT TOTAL	\$9890.28		\$9890.28